

To: MacWilliams, Lori, Dobrowolski, R E., Snow, Robert, Orouke, Rory, Goodman, Mark J.
DDA:MSMAIL=RJRWSWSEXCH/1000; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWSWSEXCH/TOULONE; O=RJREM; P=WSX400; A=RJR; C=US
From: Gillespie, Tim E.
Posted: 4/21/98 10:31
Opened: 4/27/98 14:47
Subject: FWRD: Doral new pack intro

To: North East ROM

Sharing best practices Doral Sell Sheet for Direct Accounts and Retail

Use as you see fit

Tim Gillespie 1810/ROM

===== <Forwarded Letter> =====

From: Hammond, Matt
To: GILLIST
Subject: Doral new pack intro
Posted: 04/20/98 19:45
Priority: Normal Priority

As information, attached is a little presentation I whipped up for the new doral pkg change just in case you have to make a presentation before home office puts out a sales sheet.

All in one.... first part is for direct, second part for chains/independents including the GREAT GREAT GREAT BIG AMERICAN ADVENTURE (can even have buyer sign letter, circle the pictures & send to their stores & our reps).

Feel free to customize & pass along.

Matt Hammond

*ATTACHMENT: DATA/WORKPLAN/
NEW DORAL*